

Rep Order# 6841319 Ver# 1 Mod# 0 Status Partially Confirmed Traffic Order# 808321
 EC'd Yes

Printed: 08/13/2012 1:43 PM

1 of 2

Last Received: 08/13/2012 1:03 PM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.
 Advertiser () CROSSROADS GPS
 Product CROSSROADS GPS
 Estimate# 1219
 Buyer ANNE BRAUNSCHEIDEL
 Phone#
 Fax#

Agency () MENTZER MEDIA
 600 FAIRMONT AVE, S#306
 TOWSON, MD 21286
 Agency C/P1/P2/E //1219
 Flight Dates 08/15/2012 - 08/21/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () ANJIE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC--*

--- REMARKS ---

Order confirmed with the following changes:
 LN 2: W 10p-11p 2x @\$350.00 ttl \$700.00
 Added LN 10: F Late Run News (after NFL) 2x @\$250.00

---STATION ORDER COMMENTS---

Order confirmed with the following changes:
 LN 2: W 10p 11p 2x @\$350.00 ttl \$700.00
 Added LN 10: F Late Run News (after NFL) 2x @\$250.00

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	W-F	630P-7P		:30	\$125.00	08/15-08/17	3	1	3	\$375.00	
				Buyline Comment: FOX TOL NEWS								
	2	W,F	10P-11P		:30	\$300.00	08/15-08/17	4	1	4	\$1,200.00	
				Buyline Comment: FOX TOL NEWS AT 10								
	3	TH	10P 11P		:30	\$300.00	08/16-08/16	1	1	1	\$300.00	
				Buyline Comment: FOX TOL NEWS AT 10								
	4	SA	10P-11P		:30	\$300.00	08/18-08/18	1	1	1	\$300.00	
				Buyline Comment: FOX TOL NEWS AT 10								
	5	SU	10P-11P		:30	\$300.00	08/19-08/19	2	1	2	\$600.00	
				Buyline Comment: FOX TOL NEWS AT 10								
	6	SU	9A-10A		:30	\$25.00	08/19-08/19	1	1	1	\$25.00	
				Buyline Comment: FOX NEWS SUN								

Station WUPW-TV TOLEDO, OH. Advertiser () CROSSROADS GPS Product CROSSROADS GPS Estimate# 1219 Buyer ANNE BRAUNSCHEIDEL Phone# Fax#	Agency () MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 Agency C/P1/P2/E //1219 Flight Dates 08/15/2012 - 08/21/2012 Hiatus Weeks	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938
---	--	---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	7	M-TU	630P-7P		:30	\$125.00	08/20-08/21	2	1	2	\$250.00	
		Buyline Comment: FOX TOL NEWS AT 630										
	8	M	10P-11P		:30	\$300.00	08/20-08/20	1	1	1	\$300.00	
		Buyline Comment: FOX TOL NEWS AT 10P										
	9	TU	10P-11P		:30	\$300.00	08/21-08/21	2	1	2	\$600.00	
		Buyline Comment: FOX TOL NEWS AT 10P										

---REPORT TOTALS---

Report Totals: 17 / \$3,950.00

---SALES MONTHLY TOTALS---

Aug 12: 17 / \$3,950.00

Sales Totals: 17 / \$3,950.00

Station Totals: 17 / \$3,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$197,500	CATV	0%	WNCT	0%	WNWO	5%	WTOL	54%	WTVG	39%
		WUPW	2%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null

Demos RA354

--- CREDIT RISK ---

CASH IN ADVANCE